

Message Text

UNCLASSIFIED

PAGE 01 TOKYO 13945 120230Z
ACTION COME-00

INFO OCT-01 EA-12 ISO-00 CIAE-00 EB-08 INR-07 LAB-04
NSAE-00 PA-02 SIL-01 USIA-15 PRS-01 /051 W
-----054282 120231Z /65

R 120145Z SEP 77
FM AMEMBASSY TOKYO
TO SECSTATE WASHDC 1007

UNCLAS TOKYO 13945

FOR: COMMERCE/OIM/TYRRELL

E.O. 11652: N/A
TAGS: BEXP, JA
SUBJECT: U.S. DESIGN ENGINEERING CATALOG EXHIBITION AT "DES/JAPAN '77"
"

SUMMARY REPORT

REF: STATE A-9166, SEPT. 9, 1972; MEMO FROM CATALOG EXHIBIT SECTION,
DIBA, AUGUST 2, 1977.

1. FOLLOWING ARE THE RESULTS OF U.S. DESIGN ENGINEERING CATALOG
EXHIBITION HELD AS PART OF DESIGN ENGINEERING SHOW - JAPAN '77
(DES/JAPAN '77), TOKYO, SEPT. 2 - 6, 1975 FIGURES ARE ALSO
INDICATED FOR COMPARISON.

1977 1975

A. NUMBER OF U.S. FIRMS SUPPLYING CATALOGS 185 232

B. NUMBER OF VISITORS TO CATALOG

EXHIBITION:

1) TOTAL (ESTIMATED) APPROX. 10,000 APPROX. 8,000

0

2) REGISTERED (AND ACTUALLY REQUESTING

CATALOGS) 591 561

C. TOTAL NUMBER OF CATALOGS REQUESTED

BY ALL REGISTERED VISITORS: 4,415 3,349

D. NUMBER OF EXHIBITING U.S. FIRMS

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RECEIVING CATALOG REQUESTS 185 232

2. COMMENTS:

DESPITE FACT THAT TOTAL NUMBER OF AMERICAN PARTICIPANTS
WAS SMALLER BY ABOUT 20 PERCENT THAN FIGURE IN 1975, AND
CLAPP & POLIAK'S BUDGET FOR BOOTH CONSTRUCTION, DISPLAY RACKS,
AND CARPETING WAS REDUCED FOR THIS YEAR'S EVENT, 1977

RESULTS SURPASSED THOSE OF 1975 IN TERMS OF NUMBER OF VISITORS REQUESTING CATALOGS AND TOTAL NUMBER OF CATALOGS REQUESTED. SEVENTY PERCENT OF ALL AMERICAN EXHIBITORS WERE NEW-TO-MARKET FIRMS WHICH DREW CONSIDERABLE ATTENTION FROM JAPANESE ENGINEERS AND NEW PRODUCT DEVELOPMENT OFFICIALS. NOTING THESE RESULTS, EMBASSY BELIEVES THAT THIS CATALOG EXHIBITION HAS PROVED TO BE HIGHLY EFFECTIVE YET INEXPENSIVE VEHICLE FOR INTRODUCING NEW-TO-MARKET U.S. FIRMS TO JAPANESE MARKET. THE ABSENCE OF AMERICAN INDUSTRY EXPERT AT EXHIBIT APPARENTLY DID NOT LESSEN EVENT'S EFFECTIVENESS. EMBASSY WILL INCLUDE FURTHER COMMENTS IN SUMMAR AIRGRAM.

MANSFIELD

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Message Attributes

Automatic Decaptioning: X
Capture Date: 01-Jan-1994 12:00:00 am
Channel Indicators: n/a
Current Classification: UNCLASSIFIED
Concepts: n/a
Control Number: n/a
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Sent Date: 12-Sep-1977 12:00:00 am
Decaption Date: 01-Jan-1960 12:00:00 am
Decaption Note:
Disposition Action: n/a
Disposition Approved on Date:
Disposition Case Number: n/a
Disposition Comment:
Disposition Date: 01-Jan-1960 12:00:00 am
Disposition Event:
Disposition History: n/a
Disposition Reason:
Disposition Remarks:
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Document Source: CORE
Document Unique ID: 00
Drafter: n/a
Enclosure: n/a
Executive Order: N/A
Errors: N/A
Expiration:
Film Number: D770329-0503
Format: TEL
From: TOKYO
Handling Restrictions: n/a
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Original Handling Restrictions: n/a
Original Previous Classification: n/a
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Page Count: 2
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Previous Handling Restrictions: n/a
Reference: 77 STATE A-9166
Retention: 0
Review Action: RELEASED, APPROVED
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Review Event:
Review Exemptions: n/a
Review Media Identifier:
Review Release Date: n/a
Review Release Event: n/a
Review Transfer Date:
Review Withdrawn Fields: n/a
SAS ID: 1302700
Secure: OPEN
Status: NATIVE
Subject: U.S. DESIGN ENGINEERING CATALOG EXHIBITION AT \"DES/JAPAN \"77 \" SUMMARY REPORT
TAGS: BEXP, JA
To: STATE
Type: TE
vdkgvwkey: odbc://SAS/SAS.dbo.SAS_Docs/9e570548-c288-dd11-92da-001cc4696bcc
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